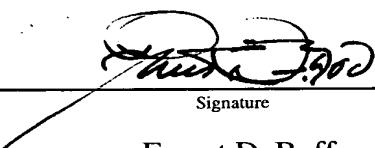
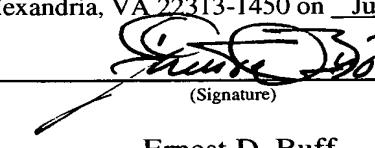


2700  
AF/3622

AMENDMENT TRANSMITTAL LETTER				ATTORNEY'S DOCKET NO.: 0010-3		
SERIAL NUMBER: 09/909,643		FILING DATE: July 20, 2001		EXAMINER: Jeffrey D. Carlson		GROUP ART UNIT: 3622
INVENTION: <b>DIRECT INTERNET ADVERTISING</b>						
INVENTOR(S): Andrew S. Kanter						
TO THE ASSISTANT COMMISSIONER FOR PATENTS: Transmitted herewith is an amendment in the above-identified application. The fee has been calculated as shown below.						
<b>CLAIMS AS AMENDED</b>						
(1)	(2) CLAIMS REMAINING AFTER AMENDMENT	(3)	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) NO. OF EXTRA CLAIMS PRESENT	(6) RATE	(7) ADDITIONAL FEE
TOTAL CLAIMS	19	MINUS	20	0	X \$25	0.00
INDEP. CLAIMS	4	MINUS	4	0	X \$100	0.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0.00
<p>* If the entry in column 2 is less than the entry in column 4, write "0" in column 5.      ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.      *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space.</p>						
<p><input checked="" type="checkbox"/> No additional fee is required.</p>						
<p><input type="checkbox"/> Charge \$ _____ to Deposit Account No. _____ . A triplicate copy of this sheet is enclosed.</p>						
<p><input type="checkbox"/> The undersigned petitions for any extension of time for filing this document required under 37 C.F.R. 1.136 and submits a check for \$ _____ to cover the extension fee _____ . A triplicate copy of this sheet is enclosed.</p>						
<p><input type="checkbox"/> Charge any additional fees to Deposit Account No. 01-1125</p>						
July 27, 2006				 Signature Ernest D. Buff Attorney Name		
(908) 901-0220				25,833 Reg. Number		
<p>I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on <u>July 27, 2006</u>.</p>						
 (Signature) Ernest D. Buff Attorney of Record						
July 27, 2006						
(Date)						



**THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Andrew S. Kanter      Group Art Unit: 3622  
Serial No.: 09/909,643      Examiner: Jeffrey D. Carlson  
Filed: July 20, 2001  
For: **DIRECT INTERNET ADVERTISING**  
Docket No.: 0010-3

Bedminster, NJ 07921  
July 27, 2006

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT UNDER 37 CFR 1.116**

In response to the Office Action dated June 9, 2006, kindly amend the above-identified application as follows:

**Amendments to the Claims** are set forth in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.